

Message Text

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PAGE 01 BELGRA 05838 061002Z

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SUBJECT: FY 76 CCP REVIEW: CAMPAIGN ON ENERGY SYSTEMS.

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1. COUNTRY COMMERCIAL ACTION GROUP (CCAG), CHAIRED BY AMBASSADOR, CONCLUDED DURING QUARTERLY CONSIDERATION OF CCP THAT US EXPORT OPPORTUNITIES IN ENERGY THIS YEAR, AS AGREED IN CCP, SHOULD CONSIST OF

(A) TECHNICAL SALES SEMINAR (TSS), AND (B) USIA PAVILION-SIZED EXHIBIT WITH STEPPED-UP COMMERCIAL PARTICIPATION ON THEME ENERGY ALTERNATIVES AND RESOURCES AT ZAGREB FALL FAIR (SEE USIS/BELGRADE '76 CPP: WS PROPOSAL 10). DUE TO HEAVY EMPHASIS ON ENERGY THEME WE RECOMMEND ADOPTION USIS PROPOSAL TO STRENGTHEN OVERALL CAMPAIGN WITH USIA SEMINAR DURING EXHIBIT ON TOPIC "ENERGY RESOURCES AND INTERDEPENDENCE" (SEE USIS/BELGRADE '76 CPP: WS PROPOSAL 2).

2. USIA EXHIBIT, ENTITLED ENERGY ALTERNATIVES AND RESOURCES, WILL OFFER COMMERCE READY-MADE CHANCE TO HELP U.S. FIRMS EXPLOIT MAJOR YUGOSLAV MARKET. WE BELIEVE COMMERCE, WORKIN IN CLOSEST COOPERATION WITH USIA, WILL WANT TO OFFER FIRMS OPPORTUNITY TO PLACE EQUIPMENT, MODELS OR OTHER MATERIAL IN EXHIBIT AND SEND REPRESENTATIVES TO FAIR. (IF U.S. COMPANY PERSONNEL UNABLE
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PAGE 02 BELGRA 05838 061002Z

STAY DURATION OF EXHIBIT, THEY SHOULD PLAN AT MINIMUM BE PRESENT

FOR THREE SPECIAL BUSINESS DAYS DESIGNATED BY FAIR -- DATES WHICH WE WILL COMMUNICATE WHEN AVAILABLE.) IN ADDITION, COMMERCIAL PARTICIPATION IN EXHIBIT SHOULD INCLUDE CATALOGUE SHOW, WITH RECRUITMENT TARGET UPWARDS OF 100 FIRMS. INDUSTRY EXPERT SHOULD ATTEND.

3. USIA SEMINAR SHOULD BE FIVE-DAY PROGRAM LINKED TO EXHIBIT BUT HELD OFF SITE. IT SHOULD FEATURE U.S. ACADEMIC EXPERTS, PROFESSIONAL/INDUSTRY SPECIALISTS AND ECONOMISTS IN ENERGY FIELD. THEY SHOULD FOCUS HEAVILY ON INTERDEPENDENCE ASPECT OF THEME.

4. TSS SHOULD BE HELD IN BELGRADE OR BELGRADE AND ZAGREB IN SECOND HALF OF OCTOBER 76. THERE MIGHT BE CERTAIN ADVANTAGES TO US INDUSTRY IF TSS WERE HELD OFF-SITE IN ZAGREB IMMEDIATELY BEFORE USIA SEMINAR, BUT WE THINK WE WOULD OBTAIN BETTER TOTAL PROMOTIONAL EFFECT BY STAGING IT AS SEPARATE EVENT.

5. EMOFFS HAVE MENTIONED POSSIBLE TSS AND EXHIBIT TO SUCH COMPANIES AS WESTINGHOUSE, GE, AND UNITED TECHNOLOGY INDUSTRIES WHICH ARE SEEKING MAJOR ENERGY SYSTEMS CONTRACTS IN YUGOSLAVIA. COMPANIES ALL SHOWED KEEN PRELIMINARY INTEREST IN PARTICIPATION, LOOKING TOWARD LONG TERM MARKET DEVELOPMENT AS WELL AS IMMEDIATE SALES.

6. BEST COMMERCIAL PROPECTS, IMMEDIATE OR MEDIUM-TERM, ARE FOR YUGOSLAVIA'S SECOND NUCLEAR PLANT, LARGE TURBOGENERATORS (OVER 300 MW) AND BOILERS FOR THERMOELECTRIC PLANTS, AND GAS TURBINES. GOOD COMMERCIAL PROSPECTS ALSO EXIST FOR CONTRO PANELES, REGULATING SYSTEMS, POSSIBLY SOME TYPES OF SWITCHING GEAR, AND OTHER ACCESSORIES. IN BORADER CONTEXT, ECONOMICALLY FEASIBLE METHODS OF COAL GASIFICATION AND SECONDARY/TERTIARY RECOVERY OF OIL RESOURCES AS ADDITIONAL YUGOSLAV ENERGY NEEDS.

7. EMBASSY RECOMMENDS THAT COMMERCE CONTACT MARKET RESEARCH FOR FURTHER ANALYSIS OF THIS MARKET. WE ARE PREPARED, HOWEVER, TO PROVIDE ADDITIONAL MARKETING INFORMATION WHICH WE PRESUME WILL BE NEEDED IN FEBRUARY OR MARCH FOR PLANS PACKAGE.
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